21st INTERNATIONAL SYMPOSIUM on ELECTRONIC ART

VANCOUVER, BC
AUGUST 14 - 18, 2015
SPONSORSHIP PROPOSAL
Simon Fraser University’s (SFU) Faculty of Communication, Art and Technology (FCAT) and the School of Interactive Arts + Technology (SIAT) are pleased to present high profile sponsorship opportunities after winning the bid to host the prestigious 21st International Symposium on Electronic Art (ISEA) in Vancouver, Canada.

ISEA is one of the world’s most prominent international arts and technology events, bringing together artistic, scholarly, and scientific domains in an inter-disciplinary event that reaches close to 1,000 people annually from dozens of nations worldwide.

The symposium consists of a peer-reviewed conference, workshops, artist-led talks, a series of exhibitions and various partner events - from large-scale interactive artwork in public space to cutting edge electronic music performance.

Vancouver is an ideal host city for ISEA given the consistent increases in British Columbia’s culture output production over the last two decades. According to the Vancouver Economic Commission, BC has more than 600 digital media companies, which employ around 16,000 people.

Areas include interactive design, digital entertainment and games, digital film, animation and special effects, mobile content and applications including games and E-learning. This is in addition to a thriving arts culture, a well-established film and television industry and strong geographical connections with entertainment and software centres in Los Angeles and Seattle.

“Vancouver’s downtown, renowned for a unique blend of residential, commercial, arts and cultural space, is the perfect environment for digital media - a collaborative confluence of science, technology and art.”

Vancouver Economic Commission
Founded in 1990, ISEA is one of the most highly recognized, well-established and reputable organizations fostering academic, scholarly and practice-based discourse in the interdisciplinary domain of the electronic arts.

The year 2015 marks a series of anniversaries that are celebrated with the presence of ISEA2015 in Vancouver. It marks the 20th anniversary of ISEA’S return to Canada and coincides with SFU’s 50th anniversary. ISEA95 was hosted in Montreal, Quebec, which engendered the birth of Société des Arts Technologiques (SAT), which has grown to become one of the most central and influential media-arts research institutions within Canada.

The impact of ISEA2015 on the local community and economy will be significant. At the first ever BCreative Conference hosted by SFU in 2012 it was reported how Canada’s creative sector already accounts for 7.4% of GDP and 1.1 million jobs. According to the Canadian Council of Meeting Professionals (MPI), an estimated 1.42 million visitors attend meetings and conventions in B.C., leaving behind over $570 million in expenditures, which spread into practically every sector of the economy and region of the province. This is in addition to the impact the meetings industry has on the knowledge economy, the opportunities to share ideas and build business relationships in the creative industries.

The intersection between art, science and technology is critical in reshaping our world-view and the creative economy. As such, ISEA2015 plans to highlight these relationships alongside the historical linkages between past, present and future capitalizing on the values of celebration and reflection.

ISEA2015 creates a space for scholarly discourse and practice that will attract hundreds of artists, engineers, scientists and technologists from a variety of disciplines and worldwide locations in order to recast a revisionary approach to technology use, design, engineering and technology ‘futures’.

ISEA2015 sits at the crossroads of emerging research and artistic practice that necessitates new ways of analyzing, representing, modeling and collaborating with people, technology and data to bring insights to emerging digital practices that span arts and science.

“Since the technology of electronics has become such an important part of modern life, it is inevitable that it be employed in the creation of art.”

Ben Laposky (speaking in 1969) Mathematician and Pioneer in Electronic Art
With the generous support of the School for the Contemporary Arts (SCA) and the Woodward’s Cultural Unit, we have confirmed the hosting venue of ISEA2015 to be located at the SFU Woodward’s Goldcorp Centre in the heart of the newly revitalized Gastown district in downtown Vancouver. Exhibitions and events will also take place at Emily Carr University of Art + Design and other sites and venues throughout the city in order to provide opportunities for involvement with the broader arts community.

We have also constructed an outreach strategy that that extends into both the research and artistic community with confirmed involvement and participation from colleagues across SFU, the Emily Carr University of Art + Design and the Master’s of Digital Media (MDM) program. In addition, ISEA2015 Artistic Directors and Curators, Malcolm Levy and Kate Armstrong, have long-lasting connections with the local arts communities including a strong exemplary history of networking with local institutions, galleries and artist-run centers.

VENUES AND PARTNERSHIPS

PREVIOUS HOST CITIES

- Singapore (2008)
- Belfast, UK (2009)
- Ruhr, Germany (2010)
- Istanbul, Turkey (2011)
- Albuquerque, United States of America (2012)
- Sydney, Australia (2013)
- Dubai, United Arab Emirates (2014)

PREVIOUS SPONSORS

- Apple
- Hilton Hotels
- Australian Network for Art and Technology
- The Andy Warhol Foundation for the Visual Arts
- AT&T
- Fidelity Investments
- New Mexico Bank & Trust
- Radius Books
- Sandia National Laboratories/Lockheed Martin
- Technology Ventures Corporation
The time is right to revive exchange across disciplines and to broaden the spheres in which digital, internet and disruptive aesthetics can be explored, crossing into the worlds of science, technology, design, visual art, media art, innovation, performance, and sound.

ISEA 2015’s theme of DISRUPTION invites a conversation about the aesthetics of change, renewal, efficiencies and game-changing paradigms. We look to raw bursts of energy, Davids and Goliaths, reconciliation, error, and destructive and creative force of the new.

DISRUPTION contains both blue sky and black smoke. When we speak of radical emergence we must also address things left behind. DISRUPTION is both incremental and monumental. Anachronisms; earlier versions. The moments of peace and crisis: the state of things now and a moment ago; the proud Luddites and the insecurity of change; the unstoppable giants, now only shells.

“Artists never really leave anything alone. If you give them a tool it’s going to get used, and that tool has to be on a certain level before it’s really acceptable - so technology recently has given us the possibility to do things at the sort of speed at which the artist can think.”

Bill Goldston
Director of ULAE - Universal Art Editions
SYMPOSIUM DIRECTORS

Dr. Thecla Schiphorst is Associate Director and Associate Professor in SIAT. Her background in dance and computing form the basis for her research in embodied interaction, focusing on movement knowledge representation, tangible and wearable technologies, media and digital art, and the aesthetics of interaction.

Dr. Philippe Pasquier is Associate Professor and Graduate Program Chair at SIAT. He is both a scientist specialized in artificial intelligence and a multi-disciplinary artist. His contributions ranges from theoretical research in artificial intelligence and machine learning for creative tasks to applied artistic research and practice in digital art, computer music, and generative art.

ARTISTIC DIRECTORS

Malcolm Levy is the Founder and Director of the New Forms Festival. He is also an artist, curator, and producer whose work focuses on hybrid media and visual art forms. He was the curator of CODE Live during the 2010 Winter Olympics and has done recent projects with the Grunt Gallery, the Vancouver Public Library, Nuit Blanche and the City of Vancouver 125.

Kate Armstrong is the Director of the Social + Interactive Media (SIM) Centre at Emily Carr University of Art + Design. She is an artist, curator and writer. Recent curatorial projects include Electric Speed, a 2-part exhibition at the Surrey Art Gallery and commissioning a large-scale installation by 1024 Architecture.

“[The value of electronic art lies in how it] creates highly engaging and people friendly ways to encounter and understand new technologies. Because these art forms are driven by technological development and the curiosity to engage with new technologies, their potential for growth is literally endless.”

Dr. Gunalan Nadarajan
Artistic Director, ISEA 2008 (Singapore)
The International Symposium on Electronic Art was founded in the Netherlands in 1990, ISEA International (formerly Inter-Society for the Electronic Arts) is an international non-profit organization fostering interdisciplinary academic discourse and exchange among culturally diverse organizations and individuals working with art, science and technology.

Simon Fraser University opened its doors in 1965. It is consistently ranked among Canada’s top comprehensive universities, is one of Canada’s strongest research institutions and works to enrich our local society with community leadership and intellectual outreach. SFU has vibrant campuses in British Columbia’s largest municipalities – Vancouver, Burnaby and Surrey – and deep roots in partner communities throughout the province and around the world.

The Faculty of Communication, Art and Technology is the exciting intersection of communication, art, and technology. It is what happens when creativity meets new technology, when science meets art, when design encounters new media. FCAT offers a broad range of programs in Communication, Contemporary Arts, Interactive Arts and Technology, Publishing and New Media. The faculty has a rich history of innovation and collaboration in its component units and is excited by the potential of collaboration across our schools and with the community.

The School for Interactive Arts + Technology is an interdisciplinary research focused school where technologists, artists, designers and theorists collaborate in innovative research and immersive study. A SIAT education combines the science of human experience, the analysis of media and culture, the creation of original and experimental works of art, and the implementation of new technologies.

We believe this partnership opportunity between your organization and Simon Fraser University is an excellent fit and offers a prominent place at this gathering of leaders in international arts and technology.
## Sponsorship Levels

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<tr>
<th>Sponsor Benefits</th>
<th>Platinum ($25,000)</th>
<th>Gold ($10,000)</th>
<th>Silver ($5,000)</th>
<th>Bronze ($1,000)</th>
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<tbody>
<tr>
<td>Prominent display of sponsor logo via online, web, print and on-site signage including Opening Plenary slides.</td>
<td>Exclusive placement - superior sizing and links to event website</td>
<td>Large sizing and links to event website</td>
<td>Regular sizing and links to event website</td>
<td>Small sizing and links to event website</td>
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<td>Sponsor logo in all email promotion.</td>
<td>Superior</td>
<td>Large</td>
<td>Regular</td>
<td>Small</td>
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<td>Colour advertisement in online program booklet.*</td>
<td>Full page</td>
<td>Half page</td>
<td>Quarter page</td>
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<td>ISEA 2015 App / sponsor map location.</td>
<td>Exclusive placement with map location + name/logo</td>
<td>Location and name only</td>
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<td>Recognition of sponsorship during opening plenary + speaking opportunity from sponsor representative.</td>
<td>Speaking opportunity for a leadership representative at the conference opening</td>
<td>Speaking opportunity at a conference panel event</td>
<td>Opening plenary recognition only</td>
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<td>Industry representation on panels.</td>
<td>3 opportunities</td>
<td>1 opportunity</td>
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<td>Access to display a sponsor information-booth for the duration at the conference.</td>
<td>Premier location in conference facility</td>
<td>Regular location in conference facility</td>
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<td>Photograph opportunity with keynote speakers.</td>
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<td>Opportunity to display company banners.</td>
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<td>Opportunity to display logo at registration.</td>
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<td>Distribute literature and gift-items in registration kits.</td>
<td>✓</td>
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<td>Sponsor name included in media announcement.</td>
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<td>Free conference registrations.</td>
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<td>4</td>
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* Additional Opportunities:
   - Advertising option in online program booklet
     - Full-page colour online advertisement in electronic program: $1,500
     - Half-page colour online advertisement in electronic program: $850

Thank you for your consideration. For more information on sponsorship opportunities, please contact:

ISEA2015 Directors
isea2015-directors@sfu.ca | www.isea2015.org